



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: March 29, 2011

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Presentation From The Santa Barbara Conference And Visitors Bureau And Film Commission

RECOMMENDATION:

That Council receive a presentation from the Santa Barbara Conference and Visitors Bureau and Film Commission.

DISCUSSION:

For many years, the City has maintained an annual contract with the Santa Barbara Conference and Visitors Bureau and Film Commission (CVB) to promote tourism for the City of Santa Barbara. The City Council approved a contract for Fiscal Year 2011 with the CVB on July 13, 2011. This contract of \$1,349,535 helps support the expenses of administration, advertising, consumer and trade information services, public relations, sales, and the Film Commission.

Kathy Janega-Dykes, President/CEO of the CVB, will give a presentation regarding the role of the Bureau and their marketing strategy.

PREPARED BY: Linda Gunther, Administrator's Office Supervisor

SUBMITTED BY: Jim Armstrong, City Administrator

APPROVED BY: City Administrator's Office